# About Our Audience

## The Demographics: Real Estate Professional Readership

<table>
<thead>
<tr>
<th>Metric</th>
<th>Commercial Property Executive</th>
<th>Multi Housing News</th>
</tr>
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<tbody>
<tr>
<td>Monthly Visits</td>
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<tr>
<td>Social Followers</td>
<td>16,252</td>
<td>20,665</td>
</tr>
<tr>
<td>Senior Execs</td>
<td>87%</td>
<td>67%</td>
</tr>
<tr>
<td>Newsletter Audience</td>
<td>90,592</td>
<td>71,268</td>
</tr>
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<td>Digi Mag Distribution</td>
<td>24,218</td>
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Senior-level real estate executives require a variety of information to better execute their strategies and conduct their business. From deals to data, trends to strategic tales, Commercial Property Executive and Multi-Housing News make it easy to access everything that's needed to close deals and maintain a successful business. And our digital platforms offer a variety of access points, including magazines, newsletters, video, webinars, slideshows and more!

**MISSION: SUCCESS**

Align your brand with the brightest minds in the industry. Each month, we interview a noteworthy executive who achieved success despite difficult obstacles. These inside stories into the trials and tribulations of both industry names and up-and-comers offer readers valuable insights and strategy ideas.

**WEBINARS**

Webinar sponsorship offers innovative and cost-effective solutions for disseminating information, demonstrating thought leadership, promoting new products and services, and more. Including a custom registration helps to identify your best new business prospects.

**EXCLUSIVE WEBINAR SPONSORSHIP BENEFITS**

- Premium visibility to a targeted audience
- Credible recognition of your company and solution
- Sortable file of all registrants

**PLANNED WEBINAR TOPICS FOR 2018**

- Property Maintenance
- Millennial and Gen Z Renter Trends
- Alternatives for Vacant Units—Cost Recovery
- Utility Billing
- Home Automation
- Package and Concierge Amenities
- Capital Markets
- Value-Add Strategies

**MATRIX REPORTS**

Designed specifically for investors who are looking for timely market intelligence and drawing on respected proprietary research, Yardi Matrix produces in-depth analysis of the multifamily market at both the national and metro-specific level throughout the year. The growing array of products also includes metro-specific office reports, national trend reports on other property sectors, and interactive webinars.

**HEAD OF THE HUI**

Repositioning Whiz Steve Haimler Makes Waves in the Rainbow State

**MISSION: SUCCESS**

Steve Haimler and Peter Zuckler offer to purchase Steve Haimler’s company, housing market even to- ward a global meltdown. It was April 2007, and Haimler’s Woodside Hills, Calif.-based property management firm, Stu-Aide, had grown by 20 percent in seven years, from 5,000 apartments under management to 15,000 employees in 2000 to 5,000 units and a staff of 800.

Although the pending price and all, Steve Haimler decided to take on the issue. One month after that initial conversation, the Gruss Company, owners of London property management firm, CAA Capital Ltd, sent Haimler a letter of intent. Six weeks later, the deal was done.

“With a ‘yes’ they could do,” he explained. “We had not have been able to close the deal...it closed itself.”

**YARDI Matrix**

U.S. Multifamily Outlook
Spring 2017

Peaking Market?
NEWSLETTERS

Increase your company’s share-of-mind with efficient, targeted reach.

DAILY NEWS BRIEFS:
Headlines from both CPE and MHN, keeping readers up-to-date on the industry’s breaking news.

CPE WEEKLY NEWS UPDATE:
A roundup of the most important industry news each week.

MHN FINANCE & INVESTMENT NEWSLETTER:
Transaction focused, offering news, insights and analysis into multifamily deals and how they’re being financed.

CPE CAPITAL MARKETS UPDATE:
Industry expert-driven, featuring columns on investment, financing, REITs and net lease, along with other investment-focused information.

MHN PROPERTY MANAGEMENT NEWSLETTER:
A focus on operational news, trends and interviews to maximize the investment value of real estate portfolios.

ANNUAL AWARDS EVENT

CPE and MHN host multiple awards programs, including MHN’s longstanding Excellence Awards and CPE’s well-respected Distinguished Achievement Awards.

The juried Excellence Awards and Distinguished Achievement Awards culminate in an awards ceremony and cocktail reception that attracts top-level executives. Sponsorship aligns your brand with excellence and provides in-person access to major movers and shakers in the industry.

COMMERCIAL PROPERTY NEWS:
CPE and MHN partner on this special newsletter for small and emerging owners and managers of the commercial and multifamily industry. Includes the news, Q&As and analysis they particularly need.

THE ENERGY REPORT:
Coming soon from CPE, a special monthly focus on energy-specific topics, players and products.
# Editorial Calendar 2018

Inside the Digital Magazines & Print Guides

<table>
<thead>
<tr>
<th>COMMERCIAL PROPERTY EXECUTIVE</th>
<th>MULTI-HOUSING NEWS</th>
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<tbody>
<tr>
<td><strong>JANUARY-FEBRUARY</strong> 2018 Guide*</td>
<td><strong>JANUARY-FEBRUARY</strong> 2018 Guide*</td>
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<td>Ad Materials: 12/18/17</td>
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<td>Magazine Live: 01/03/18</td>
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**MARCH** Urbanization
Ad Close: 02/09/18 | Ad Materials: 02/23/18 | Magazine Live: 02/28/18

**MARCH** Property Management & Operations
Ad Close: 02/01/18 | Ad Materials: 02/08/18 | Magazine Live: 02/28/18

**APRIL** Leadership
Ad Close: 03/19/18 | Ad Materials: 03/26/18 | Magazine Live: 03/28/18

**APRIL** Marketing
Ad Close: 03/01/18 | Ad Materials: 03/08/18 | Magazine Live: 03/28/18

**MAY** Renovation & Reconstruction
Ad Close: 04/13/18 | Ad Materials: 04/23/18 | Magazine Live: 04/25/18

**MAY** Student Housing
Ad Close: 04/04/18 | Ad Materials: 04/11/18 | Magazine Live: 04/25/18

**JUNE** Technology & Smart Buildings
Ad Close: 05/16/18 | Ad Materials: 05/25/18 | Magazine Live: 05/30/18

**JUNE** Design
Ad Close: 05/02/18 | Ad Materials: 05/10/18 | Magazine Live: 05/30/18

**JULY-AUGUST** Mid-Year Update*
Ad Close: 06/28/18 | Ad Materials: 07/20/18 | Magazine Live: 07/31/18

**SEPTEMBER** Finance
Ad Close: 08/17/18 | Ad Materials: 08/27/18 | Magazine Live: 08/29/18

**SEPTEMBER** Finance
Ad Close: 08/03/18 | Ad Materials: 08/10/18 | Magazine Live: 08/29/18

**OCTOBER** Sustainability

**OCTOBER** Sustainability
Ad Close: 09/06/18 | Ad Materials: 09/12/18 | Magazine Live: 09/26/18

**NOVEMBER** Development & Design
Ad Close: 10/16/18 | Ad Materials: 10/26/18 | Magazine Live: 10/30/18

**NOVEMBER** Technology & Smart Buildings
Ad Close: 10/05/18 | Ad Materials: 10/12/18 | Magazine Live: 10/30/18

**DECEMBER** Looking Ahead (Office of Tomorrow)

**DECEMBER** Renovation & Reconstruction

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Finance articles in every issue of both CPE and MHN!

Lists & Rankings:
- Leading Mortgage Banks ... February
- Leading Schools for Real Estate Education ... April
- Most Powerful Brokerage Firms ... June
- Top Property Management Firms ... July/August
- Leading Real Estate Law Firms ... September
- Top CRE Owners ... November
- Top Development Firms ... December

**Guide to 2018 & Mid-Year Update**

Combined CPE & MHN print editions with special distribution at industry events:

- NMHC Conferences & Annual Meetings
- NAA Conferences & Exposition
- APM-Apartment Internet Marketing
- IMN Middle-Market Multifamily Forum
- RealComm

- MFE Conference
- IREM Global Summit
- CREW Network
- Multifamily Leadership Summit
- SIOR World Congress

- CoreNet Global
- DLA Piper
- GreenPiper
- NAREIT

*For questions regarding editorial:
Suzann D. Silverman, Editorial Director,
suzann.silverman@cpe-mhn.com
Advertising
Rates & Specifications

WEBSITE

Leaderboard (728x90) ............................................................... $58 CPM
Medium Rectangle (300x250) ................................................. $58 CPM
Half Page (300x600) ............................................................ $84 CPM
Multi-Creative (728x90 and 300x250) ...................................... $50 CPM

DAILY NEWSLETTERS
MHN Daily Newsletter or CPE Daily News Update
Leaderboard (600x74) or Medium Rectangle (300x250)
Rate per issue ................................................................. $1,200
Rate per week ................................................................. $2,500
Rate per month ............................................................... $8,000

SPECIALTY NEWSLETTERS
MHN Property Management: Twice monthly
MHN Finance and Investment: Twice monthly
CPE Weekly News Update: Weekly
CPE Capital Markets Update: Twice monthly
CPN Newsletter for Small and Emerging Owners and Managers: Monthly
Energy Newsletter: Monthly
Leaderboard (600x74) or Medium Rectangle (300x250)
Rate per month ............................................................... $3,500

SPONSORED CONTENT
Includes: Story post in Daily News (Identified as “Sponsored”); Newsletter posts to MHN or CPE online; Can include links for white papers, video and other content assets
$2,500/week in MHN or CPE Daily News
$1,500/edition in Specialty Newsletters

PRINT EDITIONS (Guide to 2018 & Mid-Year Update)

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DIGITAL MAGAZINE

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For advertising information contact:
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